

Digital Communications and Outreach to Generation Z on Getting a Good Financial Start



Project Title	Digital Communications and Outreach to Generation Z on Getting a Good Financial Start
Project Summary	Be the voice to reach your generation as they begin their careers to help them get a good financial start. Develop and disseminate digital communications and outreach to create awareness and understanding and empower Gen Z.
Country	United States

Project Description

If you are creative and energetic join us to develop and disseminate captivating, motivating and empowering communications, education and outreach for Generation Z. Develop social media content (including blogs, tweets, infographics and videos) and web content on basic financial planning (setting goals, budgeting, debt management and more) to help college seniors get started on a secure financial future. This includes helping them understand employee benefits, such as retirement and health plans, and how these benefits can help with this goal. Create outreach (webcasts, workshops and more) to share tools and provide education for those preparing to start their career to get them on the path to financial wellness. Brand and market materials and analyze data and research to develop effective and impactful digital content and outreach materials. Be part of a larger financial literacy campaign reaching workers of all ages by leading the efforts to reach and empower early career workers.

Required Skills or Interests

Skill(s)
Data analysis
Design thinking
Graphic design
Infographic design
Marketing
Social media management
Storytelling/blogging/vlogging
Writing

Additional Information

The Department of Labor's Employee Benefits Security Administration oversees the federal laws that govern employee benefits, such as retirement and health benefits. As part of this responsibility, we provide education and outreach for college seniors about to start their career through workers about to retire to help them understand their benefits and the protections under federal law for those benefits. We also provide education on financial planning which includes taking advantage of employee benefits, to help college seniors and workers understand how to meet their short term financial goals while saving for their future financial security. For more information, visit savingmatters.dol.gov or www.dol.gov/agencies/ebsa.

Language Requirements

None